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Surry Community College Engages Myers Jones Partners Marketing and

BEM Interactive for Strategic Marketing Initiative

Community College Will Leverage Reputation for Excellence to Promote Itself

As One of North Carolina's Best Community Colleges

DOBSON, N.C., March 21, 2011 – [Surry Community College](#) in Dobson, NC has selected Winston-Salem, NC based Myers Jones Partners Marketing and Greensboro, NC based BEM Interactive to develop a strategic marketing plan for 2011 – 2012 to position the college among the best community colleges in the state.

In collaboration, [Myers Jones Partners Marketing](#) and [BEM Interactive](#), part of the [BEM Group](#), will undertake a comprehensive plan encompassing advertising, website redesign, including site optimization, as well as social media and public relations.

"We're extremely enthusiastic about the future as we move forward in this important collaborative effort to market Surry Community College," remarked Susan Pendergraft, vice president of administrative services at Surry Community College. With over thirty-six areas of study, the college educates more than 18,000 students a year.

Myers Jones Partners brings more than twenty years of comprehensive marketing, advertising and promotional experience to the campaign. Partner agency BEM Interactive is an industry leader in interactive design, development and marketing.

"We're excited about the opportunity to build awareness and communicate all of Surry Community College's great educational successes," commented Neil Myers of Myers Jones Partners. "With the college's fine reputation, there are such great stories to tell," added Malinda Pengelly, founder and president of BEM Interactive.

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About Surry Community College

Surry Community College was founded in 1964 and is located in Dobson, North Carolina. As one of the state's fifty-eight community colleges, it serves Surry and Yadkin counties. Currently, Surry offers thirty degree programs, seventeen diploma programs, and twenty-four certificate programs with hundreds of continuing education courses and seminars. The college, under the direction of President Dr. Deborah Friedman, has a mission to promote personal growth and community development to a diverse population through excellence in teaching, learning, and service. For additional information, go to www.surry.edu.

About Myers Jones Partners

Co-founded by marketing professional Neil Myers and long-time creative designer Donnie Jones, Myers Jones Partners offers more marketing and creative experience with less cost. For more information, go to www.myersjonespartners.com.

About BEM Interactive

BEM Interactive, a division of BEM Group, is an industry leader in interactive design, development, marketing and technology. To learn more, go to www.BEMInteractive.com.

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